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CREATIVE TECHNOLOGIES OF THE DEVELOPMENT OF EMOTIONAL INTELLIGENCE AND OF THE IMPROVE PERSONAL POTENTIAL OF YOUTH

Psychological science respectively to new century requirements steps into creative technologies area. The usage of scientific achievements for keeping psychological health, in particular for enhancing emotional competence of youth is a highly perspective area.

K e y w o r d s: emotional intelligence, creative technologies, youth, art-therapy.

КРЕАТИВНЫЕ ТЕХНОЛОГИИ РАЗВИТИЯ ЭМОЦИОНАЛЬНОГО ИНТЕЛЛЕКТА И ПОВЫШЕНИЯ ЛИЧНОСТНОГО ПОТЕНЦИАЛА МОЛОДЕЖИ

Психологическая наука, идя в ногу со временем, переходит на креативные технологии. Использование достижений науки во благо психического здоровья, в частности для повышения эмоциональной компетентности современной молодежи, является направлением, имеющим высокий потенциал.

К л ю ч е в ы е с л о в а: эмоциональный интеллект, креативные технологии, молодежь, арт-терапия.

The idea of paramount importance of emotional intelligence in success and personal efficiency is very widespread in modern psychology. At the same time, the studies on correlation between emotional intelligence (EQ) and academic intelligence (IQ) show the minor correlation of these two phenomena. According to the concept of success achievement there are certain significant abilities which are directly included to emotional intelligence of the person. There are some aspects that lead person to failure: inability to handle with changes, inability to team work and poor interpersonal contacts [1]. These aspects could be related to main components of emotional intelligence, which are identifying, understanding and managing your own emotions and the same processes with emotions of others.

21st century requires new thinking mechanisms and new solutions for old cases. At the same time the development of human' idea is happening respectively to present changes in environment and to active requirements. Moreover, it is not an accident that this processes happen at the century of technological development and at the period of generation change from Y to Z. The last one is called the generation of «centennials» [2]. But even well developed countries experience difficulties with overcoming economic and industrial reality. The changes of technological century could not be included into economy only, but also requires adaptation to the level of people, behavior and emotions. In this case, the emotional intelligence could play the role of navigational tool in a fast changing world.

The fact of emotional intelligence concept relevancy in theoretical research and practical usage in many areas does not answer all questions about this phenomenon. For example, the question on the interpretation of social environment by the people with high level of emotional intelligence is still have no certain answer. The results of already conducted research are not sufficient for concluding that emotional intelligence directly influence the social environmental adaptation. After all, emotional intelligence stays diverse subject for perspective research. And one of the cases is the development of emotional intelligence and personal potential of youth by using creative technologies. This is relevant due to the next reasons:

- realization of human (youth) potential in the country;
- artificial intelligence and man-machine interface.

These aspects connected with each other because the young generation widely uses computer technologies for work and personal communication.

In framework of the socio-psychological approach, young people present themselves as socio-demographic group existing on the stage of social and psycho-physiological maturity. Young people as a social group includes people aged 14 to 30 years, which are adapted to perform social roles of adults [3, c. 305]. Worth noting that the age limits of the group is very blurred. So, in the 60s the twentieth century the UN defined youth as persons between 15 and 24 years, while the modern experts include into this group people between 21 and 28 years old. The main reason for the indefinite point of view can be blurred perceptions of young criteria, as well as the individual specifics of growing youth as a person and an individual. However the starting point to define boundaries can be considered: the beginning – an active physiological and mental development, sexual maturation; in conclusion – improvement in social status of the person, independence from parents and acceptance of full responsibility for themselves [5, c. 102–110]. Nowadays youth is mainly the Y generation, for whom the most important value is freedom, and no other generation is adapted to changes in environment since birth. The emotional intelligence development of youth should include creativity, original methods which cause their emotional response.

One of the most effective methods of EI development is the art-therapy [6]. Originally the word «art-therapy» was introduced in English

speaking countries (USA, England). This method within the framework of system approach gives an opportunity to see the whole personality, not only its one side. It also presents ecological method for investigation of human problems. In the context of creative technologies the art-therapy is a tool of psychological harmonization and realization of young generation, potential. The usage of image language give a chance more correctly express feelings, make a new view to the problems, casual deals or professional problems and to solve them. The images are also helpful in situations with complex misunderstanding in communication, because they could associate hardly realized ideas and states, more easily express them and understand yourself. Art-therapy is characterized by trustful atmosphere and person, active position. And according to the classic concept, art-therapy requires the usage of imaginary expression language (music, painting, dances, drama) and the participation of the person in the art process.

The novelty is in the collaboration of art-therapy and creative technologies instead of classic method of in class creative activity. The task of creation a computer program limits the borders but saves the aspect of health potential orientation and power, orientation in art-therapy to natural mind expressions, mood, feelings in process of art, reveals the personal way in self-cure and harmonization [4]. The important feature is the opportunity to base on habitual interaction of young people with computers and gadgets which shows their specific lifestyle. The usage of computer technologies in the development of emotional intelligence makes easier the comprehension of information by youth. The transformation of technologies into gadget apps makes process of development and therapy more habitual and efficient.

It is important to highlight the next features of creative technologies in the development of emotional intelligence:

- the method is based on realization of creative potential of person, his internal potential and self-regulation resources, and it is directed to satisfy the need in self-actualization;
- it discloses the wide range of abilities and human's potential;
- the image language helps in understanding of complex processes and states of mind;
- the opportunities of modern technologies make a chance to create colourful, sufficient and meaningful images for art-therapy;

– the computer technologies contribute positive impact on young generation, understanding of emotional intelligence development [7].

Development in all areas always requires a certain amount of change and innovation. Psychology goes in step with the time and moves on application of creative computer technologies. Usage of science achievements for benefits in mental health, in particular to improve the emotional intelligence of modern youth is the focus of high developmental potential, which requires further study and practical implementation.

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